CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Midnite Shows on Rocky Road

United Artists in Deal With NFB

Gradwell L. Sears, vice-president of United Artists in charge of distribution, has completed a deal for the release of 12 two-reel subjects produced in Canada by the National Film Board under John Grierson, the Dominion's film commissioner. They will be released under the general title, "World in Action."

Three of the shorts are ready and the rest are planned or in production. The three awaiting distribution are "Churchill's Island," "The Battle for Oil," and "The

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CBC-Victoria Deal Off

Canadian Broadcasting Corporation, interested in Toronto's Shea's Victoria Theatre as an auxiliary station, called things off when the unsuitability of the building for those purposes was discovered.

Shea's Victoria, formerly a two-a-day vaudeville house, has been closed for years. It has brightened up occasionally for community musicals, opera and foreign-language legit shows.

Trenton Latest Town to Pass By-Laws Against 12.05's

A wave of restrictive measures against midnight shows in Ontario towns began recently. Anti-12.05 legislation has been placed before the councillors of six towns in the last little while. Two Councils passed it, two rejected it and two laid it aside until an agreement was reached with the theatre men.

In the two towns which saw the passage of such by-laws, it is said that the councillors yielded to pressure from small groups to which belonged citizens of considerable local influence.

The most recent decision against midnight shows was made in Trenton, at which place the shows were introduced over two years ago. An adjustment allowing six such shows per year is expected to become effective soon. Before that Oshawa yielded to the measure, which has already fallen into disfavor and is not expected to endure for long.

Oshawa, like Trenton, has many soldiers and war workers whose off-hours do not coincide with times of the regular motion picture schedules. Oshawa has the General Motors plant and Trenton gets a great deal of patronage from the RCAF base there. Also

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Now Tell Us— What's a Distrib?

At a recent luncheon of the Associated Motion Picture Advertisers in New York, Harry Brandt, president of the Independent Theatre Owners Association, described an exhibitor thusly:

"An exhibitor, contrary to any previously established thoughts on the matter, is a fellow who buys something he doesn't want, from somebody who hasn't got what he is trying to sell, and who doesn't deliver what he hasn't got, at prices he can't afford, plays them to audiences which don't come—and winds up his year with a big red mark on his ledger and a terrific winter in Florida!"

'Prison Ship' Film

"Prison Ship," a dramatic story of captured seamen aboard an Axis commerce raider, will be one of the major productions of the new year at 20th Century-Fox.

This is Bryan Foy's original, and he will produce the picture with one of the strongest casts ever assembled at Westwood and one of the industry's top directors.

Carey Back

Harry Carey, after several months' absence from the screen, will return for a featured role in Frank Lloyd's new and modern version of "The Spoilers" for Universal. Carey has been playing a leading role in the Broadway stage hit, "Ah Wilderness."

Rentals Under Wartime Prices

Film rentals in Canada have definitely come under the Maximum Prices Regulations as of December 1st, it was learned. The application of the regulations, which have up to now concerned admission and other price ceilings, comes under the direction of R. G. McMullen, recently appointed director of the Theatres and Film Section of the War Time Prices and Trade Board.

The ruling on film rentals was slow in coming because film matters had not been allocated to a

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USA Sets Up New Film Board

Control of the motion picture industry, as apart from censorship, is growing all the time. The American government, after extensive conferences with theatre men in matters of war conduct and priorities, has turned to the matter of regulating the actual making of the motion picture.

A Government Film Register, under the supervision of the Office of Co-Ordinator of Government Films, has been established. Its first move is to call for the regis-

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Fleischer Quits

The Fleischer Studios, Inc., announced this week the resignation of Dave Fleischer as director general of the organization. He will retain his stock interest in the company.

The Fleischer Studios recently completed work on its second Technicolor feature cartoon. "Mr. Bug Goes to Town," which has been highly praised at its advance showings to date and which will be released by Paramount in February.

MPDA Gives Clip Figures

The Canadian Motion Picture Distributors Association, under Col. John A. Cooper, has prepared a summary of titles, dates and lengths of newsreel clips of war effort information added to the regular film news weeklies during the past year. This will enable the trade to know the actual footage run to assist in propaganda and morale-building.

With the release of a summary of titles, dates and lengths of newsreel clips of war efforts additions to the regular film news weeklies during the last year, the MPDA has enabled the industry to know the actual screening time given and footage run to assist in information, propaganda and morale-building.

During the past year 26 clips, totalling 3,170 feet, were added to the usual news weeklies issued by 20th Century-Fox, Regal, Empire-Universal and Paramount. Ten government - sponsored trailers were shown during the year, one of these being a Disney subject, with three of a like nature to follow soon.

The prints were distributed gratis across the country by the film exchanges and shown by almost

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VAN SCHMUS PASSES AWAY

William G. Van Schmus, managing director of Radio City Music Hall and Centre Theatre, died in New York on Wednesday, January 14, after an illness of several months. He was president of Radio City Music Hall Corp. Mr. Van Schmus was 66 years old.

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HYE BOSSIN, Managing Editor

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Rentals Under Wartime Prices

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definite person or department. With that situation cleared up all problems relating to it will have regular consideration.

The exchanges were notified of the government's decision on December 15th. Mr. McMullen met representatives of eight exchanges early in January and later exchanged views with exhibitors. Committees were appointed from both sides and an advisory board will be selected from them.

Mr. McMullen said that he was primarily interested in seeing things in the motion picture industry kept orderly, since there is hardly a part of it not affected by the regulations.

"It is difficult to determine what the ceiling price is in film rentals," he said, "because of the involved kind of business it is. Each contract would have to be examined and each case decided on its merits."

The exhibitor, in questioning a rental, would have to produce his books for comparative study. Little trouble is anticipated.

Giveaways and so on were not under consideration.

Gleason to Fox

James Gleason, comedy veteran of stage and screen most recently seen in the top comedy role in "Here Comes Mr. Jordan," has been signed to a long-term contract by 20th Century-Fox studio.

Gleason's first assignment under his new contract will be a featured role in "My Gal Sal," starring Victor Mature and Rita Hayworth, and directed by Irving Cummings.

12.05 Shows

The attitude of some town councils to the midnight show reveals a peculiar effect of the war. Towns, like people, can grow up too fast. Their viewpoints are small when compared with their physical proportions.

Trenton, for example. Boomed into becoming a big centre by war needs of men and supplies, it has not progressed accordingly toward a more cosmopolitan mentality. Perhaps we should apply that statement to a few of its councillors, who, according to the Quinte Sun, do not reflect the wishes of the people in their legislative actions.

The idea of midnight doings and deep dark machinations being the same thing went out with the gas-light era. A town which considers its streets unsafe after midnight has little to brag about. Certainly, Trenton, one of the finest towns in Canada, isn't like that. Yet, from the attitude of its representatives, it would be hard to get a different impression.

Apparently the legislators of Trenton and some other towns have no regard for the wishes of war workers in the matter of entertainment. Showings at unusual hours is the policy in the USA wherever three shifts are in force.

President Roosevelt refused to impose censorship on motion pictures beyond that of military information and he praised the medium as a means of communication and a morale-builder. The Canadian government is at present leading all other countries in the production of information and cheerup films.

Doesn't the Trenton Council—or rather each member who voted against midnight shows—care whether war effort information and relaxing entertainment reaches that section of the community unable to attend regular showings?

With the permission of the Quinte Sun, Trenton newspaper, we will reprint quotations from several fiine editorials on the subject. The theatre manager will do well to study these, which will be found in our next issue. Properly presented, they should assist greatly in heading off narrow legislation in other places.

MPDA Gives Clip Figures

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every exhibitor. Exhibitors are particularly deserving of credit, since the final result of all the planning and distribution depends upon the theatre manager and owner. Exhibitors had more than just the added time of the clips to contend with, since prints had to be rushed to waiting dates as soon as possible.

The job of distribution by the exchanges and quick return by the exhibitors took expert care and attention. For the Victory Loan drive last year 300 prints were made available, 103 of these being used in Toronto.

Associated Screen News and Film Laboratories of Canada used their facilities to produce and print clips and trailers. Four or five trailers are being prepared now for the forthcoming Victory Loan Drive.

Following is the list of last year's clips and trailers:

Increased Taxes Help Pay for Canada's War Effort. (2)
Canada Increases Munitions Output.
Nazi Films Seized by British.
Britain Faces Invasion Threat.
Canada's Youth Training Plan.
Men of the Atlantic.
Terriers of the Fleet.
Scientists Helping to Win War by Aviation Research.
Anti-Aircraft War Munitions.
Canada Turns out Big Flying Boats.
Canada Increases Parachute Output for Empire Fliers.
Army Recruits Learn Trades for War.
Canada Reaches New High in Armament Output.
Brig.-General Pope speaks.
Canada Reduces Gas Consumption as War Measure.
Canada Saves Gasoline for War Purposes.
Gasoline Saving.
Rededication Clip.
Gasoline Saving Clip No. 4.
War Savings (three newsreels).
Canadian Tanks in Libya.
War Savings Reach Hundred Million Mark.
Civilians See Canada's Army.
War in Pacific Puts West Coast in Front Line.

Trailers

Newsclip Price Ceiling.
Air Force Trailer
War Services Fund Trailer.
Income Tax Trailer.
Salvage Trailer.
Victory Loan Trailer.
Song of Liberty Trailer.
Fire Prevention Trailer.
"Show A Leg" Trailer.
"Mail Early" Trailer (duotone).
First Disney Trailer (War Stamps).
Second Disney Trailer.
Third Disney Trailer.
Fourth Disney Trailer.

Col. Cooper expressed himself as being highly pleased with the results of last year's film war effort in direction, praising, in particular, the work of exhibitors in scheduling the prints and forwarding them promptly so that no time was lost in putting them to further use.

United Artists in Deal With NFB

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Strategy of Metals," have been shown in Canadian theatres during the past year as part of the "Canada Carries On" series, which were made in co-operation with the Office of Public Information. In Canada these shorts were distributed by Columbia as part of an arrangement which calls for 12 yearly in this country. That exchange has six to come and go.

The deal means world distribution for Canadian-made shorts. Four months ago David Coplan, now of United Artists and then of Columbia, sold the UA Foreign Department NFB shorts for distribution in Mexico, Central America, South America, Great Britain, New Zealand, Australia, China, Straits Settlement, Netherland Indies and South Africa.

The new arrangement means that the United States will be included, thus providing world-wide distribution.

Coplan, representing Ottawa in film distribution matters, explained that not all shorts made by the National Film Board will be handled by UA. Some are of purely local nature and of no interest abroad. Those released in Canada by Columbia as part of the "Canada Carries On" series will be handled abroad by UA in the "World in Action" group if not local.

The National Film Board's deal with MGM for "War Clouds in the Pacific" applies only to the United States and will be added to the "World in Action" series for distribution everywhere outside that country and Canada. The shorts are now made in five languages—English, French, Spanish, Portuguese and Afrikander.

Since the United States entered the war its producers and distributors found themselves lacking in informative shorts bearing on North American effort and strategy. In this field Canada is supreme, having had a two-year start.

The "World in Action" shorts are the first to be distributed by United Artists a number of years and will constitute an important part of the company's releasing program.

Midnite Shows On Rocky Road

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the large plants of the Bata Shoe Company are but eight miles away, at Frankfort. Men in the service and war workers resent being deprived of their only chance to see motion picture entertainment for relaxation.

In Sarnia a resolution was passed by Council asking the theatre men to refrain from opening their houses between Sunday midnight and 7 a.m. The town has four theatres. The theatre men agreed to abide by the suggestion, with the understanding that it does not apply when Monday is a holiday. In Wallaceburg the situation took exactly the same turn.

The anti-midnight show proponents introduced resolutions before the Councils of Belleville and Pembroke but the legislators refused to pass any interfering by-laws. The Pembroke Council expressed the opinion that such a move would be contrary to the spirit of the Defence of Canada regulations.

In Trenton, the Quinte Sun, a weekly newspaper regarded by many as the best and most progressive in Canada, led the fight against restrictive measures with a series of eloquent editorials. In one of these it stated: "Another feature which is abundantly clear, though not absolute, is that the number of persons who either definitely favor continuance of the post-midnight shows or who, conversely, would not favor any legislation affecting their closing, far exceeds the number of those who favor limiting or eliminating them."

Manager W. E. Fraser of the Century Theatre inserted a series of open letters to the people of Trenton in the Quinte Sun. In these he defended the position of the theatre, pointing out that it brought people from the countryside into Trenton for amusement and shopping. He wrote that the midnight show policy was part of a desire on the part of the theatre management to serve the town's best interest in every way it could.

A petition placed in the theatre lobby was signed numerously but disregarded by the Council, though only persons over 21 years were asked to affix their signatures. Growing public sympathy and resentment had not yet made its weight felt when the decision was made and it is thought that the near future would see the rescinding of the act.

At no time was the type of entertainment questioned.

Hellzapoppin' Popped

One of the liveliest lads to check into the Toronto filmways in some time was Syd Zins, who moved into this territory whipping up interest in the film version of Olsen and Johnson's "Hellzapoppin'." Mr. Zins let loose a lot of loco-motion and goofy goings-on in the semi-staid Queen City to cheer the Uptown's boxoffice. Brought home the bagels with them, too.

However, one stunt rebounded which was not of his dreaming. "Hellzapoppin'" exploiteers right across the continent have been sending mammoth invitations to local critics and columnists. J. V. McAree, ye olde daily chronicler of the Toronto Globe and Mail, got one in the course of things. And just about blew his roof—in print. Wrote he:

"We were not amused to receive a couple of passes for Hellzapoppin', printed on a sheet of cardboard slightly smaller than an ordinary window frame and wrapped in about 10 cents' worth of strong paper. It was a waste out of all proportion to its humorous content, and if it is a specimen of the merriment in Hellzapoppin' we shall leave the show for the entertainment of the feeble-minded."

An apt point in these paper-saving days. Promotion these days must take the war in account. The Yankee brethren still have to get used to many things.

Another chill suffered by the Toronto debut of "Hellzapoppin' was zero weather during the opening. Outdoor stunts lost some of their value. One of these had two fellows inside the prop of a bull, with the outside bearing appropriate cracks.

It was so cold that the Bloor street bullsmen spent the day cantering around a district 5-10-15 store.

Small World Stuff

Speaking of "Hellzapoppin'" brings Jules Levey, its producer, to mind. Before the laugh saga he produced, for Mayfair Pictures and Universal release, the Damon Runyon comedy, "Tight Shoes." A writer named Art Arthur collaborated on its adaptation for the screen. Levey liked his work so much he wrote him a complimentary letter. Arthur is now at Paramount doing "Mrs. Wiggs of the Cabbage Patch."

Levey, originally from Toronto, came home for the holidays. In conversation with Sam Glazer, Columbia's Canadian sales chief, he learned that Art Arthur was also a Torontonian.

It turns out that both lads hail from the same district and that their fathers were close friends. And neither knew it.

Aptly Said

At the Paramount offices the gals were talking about girdles being banned under war-time restrictions.

"What'll we do?" asked one.

"Oh, well," sighed another. "I guess we'll just have to Bulge for Britain!"

No Giveaways?

Talking comic in a local flesh house ribbed the grind joints with this: "Just came from a show. It ain't often that you see three features for 10 cents. One of 'em was a talkie, too!"

Extry! Extry!

Toronto's old-time newsies are throwing a shindig at the Carls-Rite Hotel in the near future. Scotty Lisner, old-time pug with the soft voice and frazzled physog, is spreading the word and the tickets around. They expect more than 300 guests, among them some of the top men of the town. The receipts will go to various war funds.

It will get plenty of film belt business, from what Scotty says. And incidentally, they say that N. L. Nathanson's favorite personal photograph, which used to adorn his desk, is a group shot of the Minneapolis Newsboys' Band of bygone days. With the Canadian film field leader stuck in the middle somewhere.

USA Sets Up New Film Board

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tration of titles, subject matter and intended treatment of all films dealing with war effort.

One of the duties of the new setup will be to see that there is no duplication of the same subject matter for he sake of war conservation. One subject, sufficiently distributed, is enough to put over the particular message. In the present method of each studio following its own bent several similar films may crop up.

The new body will necessarily deal mainly with shorts, since these are usually the patriotic and propaganda films. Over 100 shorts along these lines have been planned by different studios.

Canada, because it imported its pictures from the United States, had to establish its own governmental film production to get screen fare to inspire the people. American shorts were native in sentiment and attitude. Today, though few are general enough for Canadian consumption, they are much more acceptable.

Government control of distribution naturally coincided with production, consequently Canada has no need to solve the problem that the Film Register Board is now working on.

English Grosses Away Up

With movies providing the most popular form of recreation from the everyday strain of war, English film business generally is far above even pre-war figures.

Paramount's managing director in Great Britain, David Rose, returned to the States recently and provided some interesting figures. The present period shows 40 per cent higher attendance than last year at the same time and business since the war has increased more than 50 per cent.

Twentieth Century-Fox also reports an all-time high. The company has a number of big-budget pictures in the making at Gainsborough Studios and does not intend to let the Nazis impair production any more than it can help.

One Fox picture, "The Young Mr. Pitt," which stars Robert Donat, will cost $1,000,000.

There has been a shortage of male help in the various sections of the business and it is thought that women will carry on the tasks formerly discharged by men, among these the selling of product.

A shortage of material has caused a drastic curtailment of certain forms of advertising but public interest is as strong as ever.

Digest of Reviews

Paramount

THE REMARKABLE ANDREW

A fanciful drama about a bookkeeper asked to strike a fraudulent balance of the municipal books of which he has charge. He refuses and is railroaded by all the city officers from the judge to the mayor. With no lawyer to defend him, the ghost of Andrew Jackson comes to inspire him. Jackson summons George Washington, Ben Franklin and other historic gentlemen and the conspirators are routed.

The result is pictured as a triumph for democracy and some fine sentiment gets voiced in the picture. There's nothing to believe. **You just sit back and enjoy it.** It's human enough to make anybody warm up to it.

William Holden is the conscientious bookkeeper, Ellen Drew his faithful sweetheart and Brian Donlevy is the hard-drinking General Jackson.

It's escape stuff of a kind that is welcome these days.

Empire-Universal

MELODY LANE

Another of Universal's **compact and pleasing** comedies with a mere thread of a story and **plenty of pep and personality.** Various members of the cast sing and play eight new numbers. Several of these are handled by the ever-pleasing Merry Macs, who are picking up a large neighborhood following by their reguar and always pleasing renditions.

Leon Errol is the music-mad sponsor of Cornies, a cereal. He insists on playing with every band hired by the advertising agency for his radio show. From records he picks a band led by Robert Paige. Only his amorous inclinations for the agency's representative, Anne Gwynne, causes Paige to leave the small town to take the contract.

Baby Sandy, Butch and Buddy and Don Douglas pad the thing out satisfactorily. For what it is, since it makes no claims to elaborateness, the picture is **entirely satisfactory** and will serve to spice a program.

RKO

JOAN OF PARIS

A good picture that is just short of being powerful fare, though it's **good enough for anybody's money** and time. It has a timely subject and is solidly cast. Though Michele Morgan and Paul Henried are new names in America they are supported by such strong pullers-in as Thomas Mitchell, May Robson and Laird Cregar. Even if it starts better than it finishes, the elements are there for some fine promotion.

It is a story of France of the moment, with the theme drawn from Joan of Arc. Henried is a Frenchman of the De Gaulle stamp flying with the RAF. With four companions he is brought down over France. After sundry adventures they work their way to Paris where Thomas Mitchell, a priest, puts them in touch with the underground movement. Michele Morgan is a waitress who falls in love with Henried, joins the movement and helps the airmen escape to England.

There was a great chance here for an unusually strong box-office picture. It should, however, do very well.

SING YOUR WORRIES AWAY

A light musical about two cousins, male and female, who are in line for a big legacy but don't know it—Bert Lahr and Dorothy Lovett respectively. The girl's boss, a hoodlum, knows it and tries to marry her while aiming to worry Lahr into knocking himself off.

It's all **very pleasant,** with no pressure on your thinking apparatus. It has a backstage and nightclub atmosphere, some good comedy and legitimate musical numbers, as well as Alvino Rey and his Orchestra, aided by the singing King Sisters.

There's some competent and popular people on hand—Patsy Kelly, June Havoc, Buddy Ebsen, Sam Levene, Margaret Dumont and others. **Plenty of comedy and entertaining music.**

Columbia

CONFESSIONS OF BOSTON BLACKIE

While this B offering is shy of mystery and its other side, revelation, yet it **hurries along at a good clip,** being always ahead of the audience—but just far enough ahead. This issue of the popular series is well played, well directed and well photographed. **There should be no complaints from either exhibitor or audience.**

Chester Morris, who plays the gent with the Beantown monicker, is on a casual visit to an art auction to help a pal buy a statue of Augustus Caesar. The statue is a phoney, a substitute for the real one, the property of Harriet Hilliard. The genuine piece of art has been pocketed by the fakers who run the place. When Miss Hilliard is shot at as she is about to reveal the fraud, the bullet kills one of the conspirators. Blackie is accused of the murder. The rest of it has to do with his fighting both cops and robbers.

In the cast are George E. Stone, Richard Lane and Joan Woodbury.

HONOLULU LU

It's Lupe Velez and if your customers like her that's all you need to know. She's the niece of a swindler, Leo Carrillo who tires of his thievery and quits him to become a burlesque queen. She falls in love with a sailor and wins a contest for the crown of Miss Honolulu.

Big Buildup For '49th Parallel'

One of the most elaborate presentation of a film in Canadian history will accompany the forthcoming debut of the long-awaited and much-talked-about "49th Parallel."

Ottawa, sober and hard-working, will don the spangles and braid for the opening on January 29th at the Capitol Theatre. The Governor-General will address the gathering. Raymond Massey has promised to be present and messages from Britain via radio will be delivered by Laurence Olivier and Leslie Howare currently busy in Britain on are curently busy in Britain on more pictures.

The Ottawa welcome will be carried by the Canadian Broadcasting Corporation network from coast to coast.

The picture was made in two countries, Canada and Britain, and was supposed to have cost almost $1,000,000. Columbia is handling distribution on this side of the water. David Coplan, who has since departed from Columbia for United Artists, will supervise its debut as business to be finished for his former outfit and Jimmy Cowan, well-known Canadian publicity man, is handling that end.

Besides Howard, Olivier and Massey, the film features Anton Walbrook, Eric Portman and a new feminine star, 16-year old Glynis Johns. Elizabeth Bergner won much unfavorable publicity when she started in the picture and withdrew when the company left Canada for Britain.

Plane Plant Pic

Adhering to the topical policy for which the studio is noted, Warner Bros. will produce the first motion picture based on the all-out effort of the American airplane industry to provide the huge number of war planes President Roosevelt has set as the nation's goal.

The picture, scheduled to go into production immediately, is entitled "The Shadow of Their Wings." Its cast is headed by Ann Sheridan, Ronald Reagan, Dennis Morgan and George Tobias. Lloyd Bacon is the director. Casting of Miss Sheridan and Reagan marks the third successive picture in which they have been teamed, the other two being "Kings Row" and "Juke Girl," both still unreleased.

Rank New Chairman

J. Arthur Rank was elected chairman of the board of Odeon Theatres, Ltd., circuit, succeeding the late Oscar Deutsch, at a meeting on Friday.

Rank, in association with Lord Portal and C. M. Woolf, recently acquired control of Gaumont-British from the Ostrer interests. He for some time has been chairman of General Film Distributors and Pinewood Studios.

Complete Theatre Equipment and Supplies
COLEMAN ELECTRIC CO.
258 VICTORIA ST.,
Toronto, Ont.

Movies Show Civic Progress

Citizens of thirty-five municipalities are being acquainted with functions of local government through use of motion pictures, the International City Managers' Association announces.

A survey indicated the films range from a $25,000 production of Detroit civic activities, viewed by an estimated 7,000,000 persons, to one-reel films produced and edited by amateurs.

Atlanta, Ga., has completed a twenty-minute short which is being exhibited in local theatres. Chicago municipal authorities have for display two films—"Fun on the Lake Front," picturing park and beach activities, and "Baseball."

One of the latest municipal productions is a colored film called "Municipal Service," dealing with Portland Ore. The film was written, directed and edited by a city employee, while the official city photographer "shot" the production.

Sound films have been made by six cities—Atlanta, Ga.; Berkeley, Cal.; Boston, Schenectady, N.Y.; Tacoma, Wash., and Chicago. Specially prepared scripts were followed in production at Austin, Tex.; Boston, Denver, Pasadena, Cal., and Cleveland.

Film Drama Of Amy Johnson

"They Flew Alone" has been fixed as the definite title of the film drama now in course of production in England, with Amy Johnson the flier acted by Anna Neagle.

It is being made at the Denham studio near London, produced and directed by Herbert Wilcox for RKO Radio release.

Playing opposite Miss Neagle is Robert Newton as Jim Mollison, whose romance with the British aviatrix forms one of the beads in the string of this picture. Edward Chapman and Joan-Kemp Welch will be seen as Amy Johnson's parents, and Charles Carson as Lord Wakefield, the late patron of British flying.

* * *

Irina Baronova, star of the Ballet Theatre, served as the inspiration for Mlle. Upanova, the dancing ostrich in the "Dance of the Hours" sequence which is a highlight of Walt Disney's "Fantasia," released nationally by RKO Radio. Disney artists went backstage many times to sketch the dancer in various poses. Later Miss Baronova visited the studio to dance to Dukas' music so that the artists could develop the animated character.

Research Bureau Checks on Film Habits

The Motion Picture Research Bureau, operating under the direction of Dr. Leo Handel, has released the results of a research study conducted primarily to analyze certain related habits of the New York motion picture audience.

Over 500 personal interviews were made in Manhattan, Brooklyn, Queens and the Bronx. An equal number of men and women were questioned, special care being taken to obtain a good age, income, and occupational cross-section. The field work was done in December, 1941.

The average movie attendance, including non-movie-goers in the calculation, is three and a half to four times a month.

There are two types of movie goers. Persons who, when they plan to go to a show, have a particular picture in mind and those who "just want to go to the movies" and attend partly of their own violition and partly because someone else suggested it. Respondents who went to the movies at least once a month were classified as below, their latest movie visit being considered:

- 36% had a particular show in mind when they attended
- 50% just felt like going to see any picture
- 11% attended because someone else suggested it
- 3% had miscellaneous other reasons

Consideration should be given to the fact that, during the period covered by this investigation, many of the top productions of the year hit the large New York circuits.

Respondents falling in the first two groups were then asked why they chose this hour and day to attend. The time factor led among these responses. There are, first af all, persons who took advantage of a few free hours to get to the movies, indicating that they ordinarily have very little free time. Then there are those who attended just to kill time, giving the impression that movies helped them to fill in empty hours.

(The following tables add to more than 100% because some of the respondents mentioned more than one reason)

Persons who indicated they went to see a definite picture were asked how they first learned about it. Reviews in newspapers and magazines and recommendations from friends and relatives led among the sources given.

Reviews in papers, magazines	31%
Recommendations by other persons	31%
Ads in papers, magazines	27%
Preview trailers	8%
Billboards, circulars	7%
Advertising (unspecified)	6%
Information on marquee and in theatre	5%
Read book, saw play	3%
Radio	2%
Other	2%

The same group of persons was asked what attracted them most when they first learned about this particular picture. As was to be expected, the stars were leading. The type of story, however, was a close runner-up.

Stars	41%
Story	33%
Just considered good	7%
Title	6%
Songs, music	5%
Like cartoons	4%
Part of Series	3%
Other	7%
Don't remember	3%

To get a picture of the extent to which radio programs compete with movie attendance, movie-goers were asked whether it had ever happened that they had had to choose between going to see a picture and listening to a radio program: 25% said "Yes".

RCAF Film To Have Premiere

"Captains of the Clouds," Warner Bros.' film about the Royal Canadian Air Force, starring James Cagney, will have simultaneous world premieres early next month in New York, Ottawa, London, Cairo and Melbourne.

Prints of the picture will be flown to London and the three outposts of the British Empire by planes of the Royal Canadian Air Force, the Royal Australian Air Force and the Royal Air Force.

Hundreds of Canadian and Australian flyers now in service will thus be enabled to see themselves on the screen in sequences of the picture which were filmed while they were in training at RCAF stations in Canada.

Besides the flying forces, all other Canadian troops now serving overseas will find "Captain of the Clouds" of especial interest, since it was filmed entirely in Canada. Besides depicting the thorough training given RCAF cadets, the production also shows the operations involved in flying American-made bombers from Canada to England.

Arrangements are being made for a short-wave hook-up in connection with the simultaneous openings, in the course of which Canadian airmen at the far-flung premiere cities will be interviewed on their reactions to the screen tribute to their gallant organization.

A New Idea and A Good One

A new idea in movie theatre information is in action in Brooklyn which is being popularly received. It is the work of Ben E. Manber, a former movie publicity man.

Manber has established a central bureau of information called the Theatre Information Centre. It provides a free service to the residents of Brooklyn. By phoning headquarters the would-be patron can find out the name, prices, stars, time and anything else he'd like to know about the picture or theatre. He can also get a complete list along the same lines of every theatre in his area.

Manber got his idea when he observed that, though theatres, studios and exchanges spent thousands of dollars yearly to tell the public what's going on in a movie way, yet nobody seemed to know what was playing, etc., on the night he wished to attend the theatre.

From the response it would seem that Manber has something.

New Fan Magazine Makes Bow

Stardom, a new movie magazine, made an auspicious debut with an exclusive interview—the last given by Jean Harlow before her untimely death, to Hollywood reporter Jimmy Starr—and only now printed for the first time.

Also featured is a fictionization of Sam Goldwyn's hit production "Ball of Fire", written for the magazine by the original authors of the screen play, Charles Brackett and Billy Wilder.

Listed as guest editor is Clark Gable. Other names appearing in the table of contents as authors of special articles are Ginger Rogers, Dorothy Lamour, and Mrs. "Red" Skelton, wife of the comedian, who writes a revealing story titled, "Hollywoods Madman Is Mine!"

Movies Are Not Crime Inspiring

Movies do not cause crime, but instead they do sometimes release the pattern which makes secret wishes possible, according to Dr. Ernest Lion, psychiatrist.

What really happens is that a movie sometimes may reveal to a child who is trying to solve some problem or secret desire the manner in which it can be done, but the secret desire is there first.

Juvenile Court Judge Thomas Foley also told the council that in all his judicial experience he had never had a case of lawbreaking which could be definitely traced to movie influence.

THERE are a number of things to look for in every motion picture that will provide ways and means of selling it to the public. Things can be stressed that will increase the patrons desire to see the picture. Here are some suggestions:

1. Personality or personalities (stars or famous people).

2. The story. (Possibly the author is famous or perhaps it was a famous stage play — or something along that line).

3. The place. (It may have a famous setting, such as London, Paris or Niagara Falls. There are many places today in which the public is interested because of their general or temporary prominence through something important having happened there.)

4. A timely situation. (An important event which has just occurred will bring notice to a film based on it. There are numerous examples).

5. A cause. (The reason for a picture being made. For instance, pictures that show underground work against the Nazis in Germany or the temporarily-conquered countries).

6. A significant or unusual circumstance. (Something they don't usually see).

7. A title, a song or a poem. (Anything that is famous, such as Kipling's "Gunga Din"—or a song hit that is sweeping the country.)

8. A colloquialism. (Words or phrases that are not common speech. Slang, Dead End or double-talk. These tie in directly with the type of film and make the public curious about the novel background).

9. Illustrations and cartoons. (These are used to attraction attention to advertising).

Announcement Trailers

Call

FILMART

EL. 6564

45 Richmond East

Toronto, Canada

Going AFTER THEM!

By Lloyd M. Mills

WE hear again from our good friend, Mel Jolley, of the Columbia, St. Thomas. Mel just played "Hitler—Beast of Berlin." For two weeks in advance he used a large head of Hitler in the lobby display.

He put out 2,000 heralds, 50 placards, and got some good readers into the daily papers. All the ads featured the title more than usual and carried sensational copy. He invaded poolrooms, hotels and other places where people gather with material plugging the picture.

* * *

PAT DUNNE of the Royal, North Bay, arranged a nice tie-in with a ladies' dress shop for "That Hamilton Woman." He used a whole window plugging the picture—and the January Month of Hits idea."

* * *

STEVE McMANUS of the Bayview, Toronto, started his Saturday Matinee Club, whereby children attending for 12 solid weeks got one free admission. Each card is numbered and when completed will be used in a draw for promoted prizes.

Steve visited all the schools in the district to plant the idea and claims the results are very good. He works with the Mothers' Association in trying to get the proper screen fare for the children, hence he gets plenty of co-operation from the parents.

A local hardware store, whose ad was on the back of the membership cards, paid the shot.

* * *

I TAKE pleasure in welcoming Frank Reid of the Park, Sarnia, as a contributor.

Frank has a rubber stamp of the theatre name and he decorates several thousand paper bags each week that belong to shopkeepers. He's been doing it for months and thinks that it's a cheap and effective form of publicity. So do I.

Frank is doing the same stunt that Bill Payne found so successful at the Granada, St. Thomas.

He calls quite a number of homes on the telephone each week. If they answer the phone by giving the name of the Granada and the title of the picture there he gives them double complimentaries to the theatre.

If they don't, he explains the idea to them. From then on they answer their phone that way in the hope that it's the theatre calling.

He figures that the average answerer uses the instructed words thirty or forty times before winning—or giving up.

Good work, Frank. Hundreds are plugging your shows every week for nothing.

LEO COYLE of the Granada, St. Catharines, used some effective and judicious advertising for "The Story of the Vatican."

He placed over 2,000 tickets with the Catholic Women's League, getting permission to sell them in the churches on Sunday. For two weeks before every Catholic church congregation was told about the picture from the pulpit. A one-sheet was placed in each church and the ladies carried on a telephone campaign about it. They contacted every family in the district.

Leo deserves praise. I cannot help but admire a man who is thought of in such terms in his community, whether the picture is Catholic or not.

* * *

DICK FREEMAN of the Kenwood, Toronto, had a weight guessing contest for the playing of "Meet John Doe." The patron guessing the nearest correct weight of the two stars won a double pass. He handed out 50 passes that way. They must see the film in order to guess.

He used several thousands of heralds and advance lobby info to get the idea across—and, advises Dick, the results were pleasing.

* * *

FOR "Suspicion" Lloyd Gurr of the Century, Hamilton, arranged a lobby display in advance and got six windows in the leading department stores of the city. Courtland's Beauty Parlor came through with a full window display and a co-operative ad. Good work, Lloyd.

* * *

BILL PAYNE of the Granada, St. Thomas, built a special front for "International Squadron" that was full of action. All air schools were covered by Bill. He distributed plenty of sheet advertising and had a good lobby display weeks in advance.

Bill always works well in advance with lobby and stage stuff. He had neon letters on the stage for "Come On George" and a lobby display on "Maltese Falcon."

* * *

HARLAND RANKIN of the Centre, Chatham, pulled a fast one and got a lot of publicity when the cold spell interfered with the town's natural gas. A great number of houses and buildings had no heat and people were cold. So Harland got a free spread for his offer to keep the Centre open overnight for the folks to stay warm in.

Things were back to normal in a hurry and it wasn't necessary for Harland to go through with it but it won him plenty of notice and good-will.

GARNETT HEATHERLY, at the Centre, London, had the staff wearing helmets before and during the run of "Jungle Man."

W. H. Smith of the Tivoli, Kingston, used a sandwich man, who visited the schools, to tell about his new serial, "The Spider's Web."

Jim Simmons of the Grand, London, worked in a very nice show of amateur acts for the last three days of the week. He ran it like a little revue and not just a bunch of turns strung together.

Jim pushed out 5,000 heralds, had 10 good window displays and made announcements at several dances.

Nice work. Keep 'em dancing, Jim.

Stuart Gillespie of the Marks, Oshawa, ran several teaser ads in advance on "The Maltese Falcon." They read: "Watch Out! The Maltese Falcon is Coming." In the lobby he suspended a beaverboard falcon with red flashing eyes, a sensational and eye-catching display.

Max Phillips of the Grand, Sudbury, had a grand street display in front of the theatre on the Dead End Kids serial and is dragging in both juveniles and adults.

PRC-Pathe Hookup

With the acquisition of control of Producers Releasing Corporation by Pathe Laboratories, Inc. it is possible that the independent company may become a greater factor in North American production and distribution.

Officers of Pathe are examining the position of PRC with an eye to expansion.

In the early days of the industry Pathe was one of the top-ranking studios. PRC was recently established by the wide-awake Rosinzky Brothers whose knack for turning out pictures at low budget allotments drew general attention.

Pathe also has an option on 16 franchises of the 32 PRC exchanges.

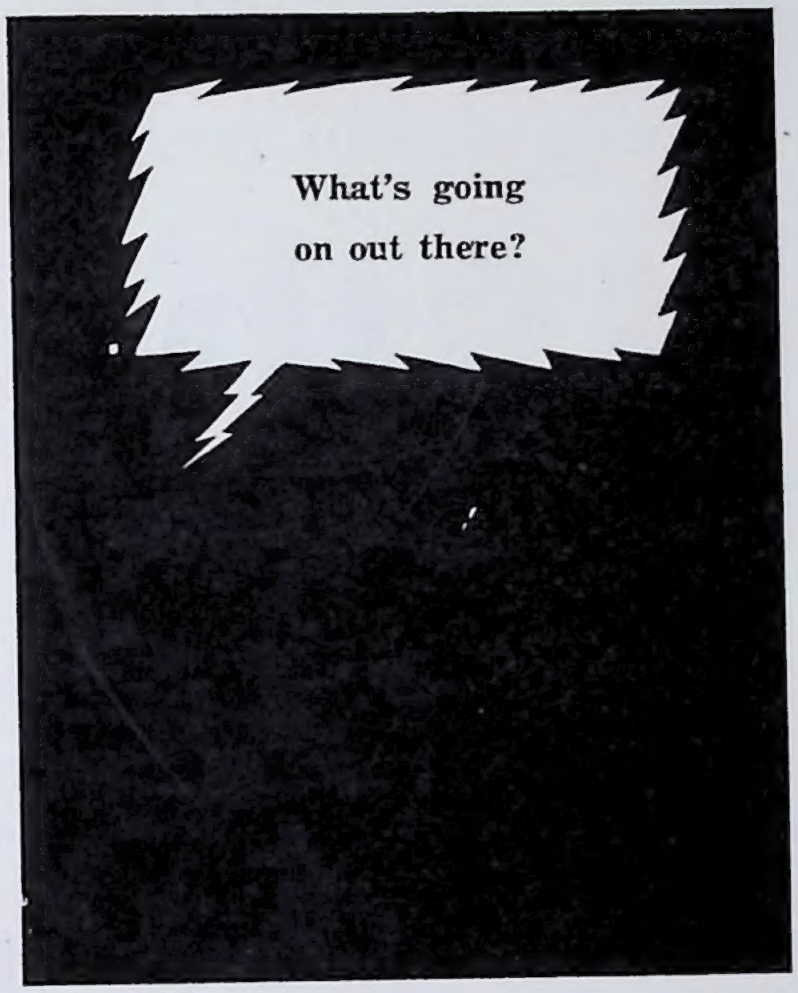
Wait'll the Boss Finds Out

Film men passing a Queen City kickshow and quippery felt sorry for the place. There seemed something wrong with the sound equipment a couple of times each week. Let's call it Epitome Sound.

They got that idea from a sign stuck in the window of a car parked near the house. Reads the sign: "Emergency. Epitome Sound. Driver in Theatre."

Fact is that the sound is perfect. The driver just worked out a way of parking where and when he pleased without police interference, that's all. While he checked the production.

Smart, eh? Doesn't help his firm's reputation any, though.



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49th PARALLEL

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Great Comment:

"49th Parallel" will provide hundred per cent entertainment for all audiences and prove a memorable box-office sensation . . . we predict for it a success that is without parallel in the history of British showmen not only on the grounds of its magnificent cast and advance publicity but on its sheer entertainment merit.

TODAY'S CINEMA

"49th Parallel" is a front-rank film . . . vivid, picturesque and exciting, it is magnificent.

J. E. SEWELL, THE DAILY TELEGRAPH

"49th Parallel" Britain's greatest film . . . will bring immense profit and prestige to every showman . . . has terrific box-office rating . . . an obvious out and out winner.

THE DAILY FILM RENTER

It has a brilliant script, thrilling story, a magnificent background of Canadian scenery, and superb acting by a cast of stars.

E. WILSON, THE STAR

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